

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

## SECOND REPORT FOR AUGUST 1978

EVENING 7:00-11:00 PM													
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
	14.4 4	16.6 11	17.1 20	13.5 3	IFR	14.3 9	17.4 18	15.4 28	14.1 24	15.8 33	15.3 57	11.6 22	14.4 79

HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)												
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Regular	Sports Special(3)	Total(3)
	6.6 5	9.6 3	6.3 12	7.4 14	5.8 10	IFR	6.1 15	7.3 12	6.8 27	4.6 36	6.7 4	6.6 9	6.7 13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

### BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 27, 1978

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	THREE'S COMPANY	23.3	16,990	10	HAPPY DAYS	19.6	14,290
2	M*A*S*H	22.2	16,180	11	ALL IN THE FAMILY	19.3	14,070
3	ONE DAY AT A TIME	21.8	15,890	12	BARNABY JONES	19.2	14,000
4	LAVERNE AND SHIRLEY	21.5	15,670	13	BODY HUMAN:MIRACLE MONTHS(S)	19.1	13,920
4	QUINCY, M.E.	21.5	15,670	13	CHARLIE'S ANGELS	19.1	13,920
6	ALICE	21.4	15,600	15	LOU GRANT	19.0	13,850
7	ABC SUNDAY NIGHT MOVIE	21.1	15,380	16	PAUL ANKA IN MONTE CARLO(S)	18.3	13,340
7	CARTER COUNTRY	21.1	15,380	17	60 MINUTES	17.9	13,050
9	STARSKY AND HUTCH	19.9	14,510				

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
•EVENING																			
ABC MONDAY NIGHT BASEBALL 10										BOB NEWHART SHOW 33									
1 MON. 8.00P 172 ABC SE										1 SAT. 8.00P 30 CBS CS									
2 MON. 8.00P 154										2 SUN. 8.00P 60 CBS DO									
ABC MONDAY NIGHT BSBL(B)										CARTER COUNTRY 15									
1 MON. 10.52P 27 ABC SE										TUE. 9.30P 30 ABC CS									
ABC NEWS CLOSEUP(S)										CBS EVENING NEWS-CRONKITE 220									
1 THU. 10.00P 60 ABC DN										M-F 6.30P 30 CBS N									
ABC NEWSBRIEF-MON(B)										CBS EVENING NEWS 33									
1 MON. 10.51P 1 ABC N										SUN. 6.30P 30 CBS N									
ABC NEWSBRIEF-M-F 224										CBS FAMILY FILM CLASSICS 9									
TU & W 9.58P 1 ABC N										1 TUE. 8.00P 60 CBS FF									
THU. 9.28P 1										CBS NEWS SPECIAL(S)									
FRI. 8.58P 1										2 FRI. 9.00P 120 CBS DN									
2 MON. 10.33P 1										CBS SAT. NEWS-SCHIEFFER 44									
ABC NEWSBRIEF-SAT. 46										SAT. 6.30P 30 CBS N									
SAT. 9.58P 1 ABC N										CBS SATURDAY NIGHT MOVIE 11									
ABC NEWSBRIEF-SUN. 45										SAT. 9.00P 120 CBS FF									
SUN. 8.58P 1 ABC N										CBS TUESDAY NIGHT MOVIES 22									
ABC SUMMER MOVIE 8										2 TUE. 9.00P 120 CBS FF									
2 THU. 9.30P 90 ABC FF																			

ABC SUNDAY NIGHT MOVIE 35										CBS WEDNESDAY NIGHT MOVIE 34									
1 SUN. 9.00P 115 ABC FF										1 WED. 9.00P 113 CBS FF									
2 SUN. 9.00P 120										2 WED. 9.00P 120									
ABC WORLD NEWS TONIGHT 35										CHARLIE'S ANGELS 41									
M-F 6.30P 30 ABC N										WED. 9.00P 60 ABC PD									
ABC WRLD NEWS TONIGHT-SAT 31										CHIPS 13									
1 SAT. 6.30P 30 ABC N										THU. 8.00P 60 NBC OP									
ALICE 38										COLLEGE FOOTBALL '78(S) 187									
SUN. 9.30P 30 CBS CS										2 SAT. 8.00P 60 ABC SC									
ALL IN THE FAMILY 42										DOWN HOME(S) 171									
SUN. 9.00P 30 CBS CS										1 WED. 8.00P 60 CBS GD									
BARNABY JONES 36										EIGHT IS ENOUGH 40									
THU. 10.00P 60 CBS PD										WED. 8.00P 60 ABC CS									
BARNEY MILLER 41										FAMILY(S) 197									
THU. 9.00P 30 ABC CS										1 SAT. 8.00P 60 ABC GD									
BIG EVENT-TUE. 24										FANTASY ISLAND 22									
1 TUE. 9.00P 120 NBC FV										SAT. 10.00P 60 ABC A									
BIG EVENT 44										FESTIVAL OF-STAR:MEXICO(S) 167									
1 SUN. 9.20P 120 NBC FV										1 TUE. 9.00P 120 CBS GV									
2 SUN. 9.00P 120										FRIENDS(S) 178									
BIONIC WOMAN 33										1 SAT. 8.30P 30 CBS CS									
1 SAT. 8.00P 60 NBC A										GOOD TIMES 11									
BLACK SHEEP SQUADRON 4										MON. 8.30P 30 CBS CS									
FRI. 8.00P 60 NBC A										HAPPY DAYS 44									
										TUE. 8.00P 30 ABC CS									

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)													2ND AUG. 1978 REPORT															
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																												
HARDY BOYS/NANCY DREW					34	182		95		A	11.1	25	809	NBC NIGHTLY NEWS-SUN.					37		149		78	A	6.7	17	488	
1 SUN. 7.00P 60 ABC SM										B	14.2	25	1035	2 SUN. 6.30P 30 NBC N										B	6.9	15	503	
HAWAII FIVE-O					34	186	183	97	96	A	15.8	30	1152	NBC NIGHTLY NEWS					219	206	206	99	99	A	10.3	26	751	
THU. 9.00P 60 CBS OP										B	19.2	32	1400	M-F 6.30P 30 NBC N										B	12.3	25	897	
HOW THE WEST WAS WON					8	199	200	99	99	A	12.6	25	919	NBC SATURDAY NIGHT MOVIES					44	202		99		A	13.9	29	1013	
SUN. 8.00P 60 ABC EW										B	11.0	24	802	1 SAT. 9.00P 120 NBC FF										B	15.5	29	1130	
INCREDIBLE HULK					15	177		96		A	17.0	34	1239	NEWSBREAK-M-F					225	164	167	89	89	A	11.7	23	853	
1 FRI. 9.00P 60 CBS SF										B	17.9	33	1305	1 MTUWF 8.58P 1 CBS N										B	14.2	24	1035	
IS ANYONE-LEARNING-PT. 1(S)							191		99	A	7.7	16	561	1 THU. 8.57P 2														
2 TUE. 8.00P 60 CBS DN														2 MON. 8.57P 2														
IS ANYONE-LEARNING-PT. 2(S)							194		99	A	9.1	19	663	2 TU-F 8.58P 1														
2 WED. 8.00P 60 CBS DN														NEWSBREAK-SAT.					45	161	151	86	85	A	8.2	18	598	
IS ANYONE-LEARNING-PT. 3(S)							198		99	A	9.9	22	722	1 SAT. 8.58P 1 CBS N										B	12.5	24	911	
2 THU. 8.00P 60 CBS DN														2 SAT. 8.57P 2														
JEFFERSONS					11	178	171	94	96	A	15.8	33	1152	NEWSBREAK-SUN.					44	174	176	92	94	A	16.3	30	1188	
MON. 8.00P 30 CBS CS										B	14.6	31	1064	1 SUN. 8.57P 1 CBS N										B	18.5	30	1349	
JUST FOR LAUGHS(S)							189		95	A	10.8	22	787	2 SUN. 8.58P 1														
1 TUE. 8.00P 60 NBC CV														NFL PRE-SEASON FTBL-ABC(S)						201		99		A	12.4	27	904	
LAVERNE AND SHIRLEY					40	216	210	99	99	A	21.5	42	1567	1 FRI. 9.00P 207 ABC SE														
														NFL PRE-SEASON FTBL-ABC(S)						202		99		A	12.5	26	911	
														2 FRI. 9.00P 190 ABC SE														

TUE.	8.30P	30	ABC	CS					B	28.1	46	2048	NFL PRE-SEASON FTBL-NBC(S)					207		98		A	12.2	27	889	
LITTLE HOUSE-PRAIRIE				41	212	206	99	96	A	16.3	32	1188	2 SAT.	9.00P	201	NBC	SE					A	16.4	32	1196	
MON.	8.00P	60	NBC	GD					B	21.3	35	1553	ON OUR OWN					30	189		97	B	18.1	29	1319	
LOU GRANT				21	196	192	96	97	A	19.0	35	1385	1 SUN.	8.30P	30	CBS	CS					A	21.8	38	1589	
MON.	10.00P	60	CBS	GD					B	19.0	33	1385	ONE DAY AT A TIME					22	194	190	96	97	B	22.8	37	1662
LOVE BOAT				27	193	183	98	97	A	17.7	37	1290	MON.	9.30P	30	CBS	CS					A	11.8	25	860	
SAT.	9.00P	60	ABC	CS					B	20.0	39	1458	OPERATION PETTICOAT					9	185	165	95	93	A	11.7	27	853
M*A*S*H				26	196	201	96	98	A	22.2	40	1618	FRI.	8.30P	30	ABC	CS					B				
MON.	9.00P	30	CBS	CS					B	23.1	37	1684	OPERATION:RUNAWAY					3	167	181	92	94	A	9.3	17	678
MOTHER,JUGGS AND SPEED(S)						180		95	A	13.3	24	970	THU.	10.00P	60	NBC	GD					B	9.7	18	707	
1 THU.	9.30P	30	ABC	CS									PAUL ANKA IN MONTE CARLO(S)									A	18.3	32	1334	
NBC MONDAY NIGHT MOVIES				42	198	201	98	99	A	13.9	25	1013	2 SUN.	10.00P	60	CBS	PS									
MON.	9.00P	120	NBC	FF					B	20.4	33	1487	POLICE WOMAN					11	187	178	93	93	A	13.1	25	955
NBC NEWS UPDATE-M-F				217	163	160	83	81	A	11.0	21	802	WED.	10.00P	60	NBC	OP					B	13.7	26	999	
1 MTUHF	8.58P	1	NBC	N					B	14.5	24	1057	PROJECT U.F.O.					17	206	205	99	99	A	15.3	29	1115
1 WED.	9.11P	1											1 SUN.	8.20P	60	NBC	SF					B	18.0	32	1312	
2 MTHF	8.58P	1											2 SUN.	8.00P	60											
2 TUE.	9.28P	1											QUINCY, M.E.					40	195	202	97	98	A	21.5	41	1567
2 WED.	9.15P	1											FRI.	10.00P	60	NBC	OP					B	19.0	35	1385	
NBC NEWS UPDATE-SAT.				43	173		86		A	11.4	25	831	R.BROCKELMAN: PRIVATE EYE					3	165	168	89	91	A	11.2	21	816
1 SAT.	8.58P	1	NBC	N					B	14.7	28	1072	THU.	9.00P	60	NBC	PD					B	11.5	22	838	
NBC NEWS UPDATE-SUN.				44	181	180	89	89	A	12.7	23	926	RHODA					33	189		97		A	15.1	32	1101
1 SUN.	9.18P	1	NBC	N					B	16.8	27	1225	1 SUN.	8.00P	30	CBS	CS					B	18.1	31	1319	
2 SUN.	8.58P	1											ROCKFORD FILES					39	198	202	97	98	A	17.8	35	1298
NBC NIGHTLY NEWS-SAT.				42	156	141	86	82	A	6.2	18	452	FRI.	9.00P	60	NBC	PD					B	17.4	31	1268	
SAT.	6.30P	30	NBC	N					B	7.3	17	532														

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## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1978 REPORT

PROGRAM NAME														PROGRAM NAME													
WK # DAY		START TIME	DUR	NET	T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				WK # DAY		START TIME	DUR	NET	T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
						WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)							WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																											
SELECTION OF A POPE(S)														CBS SUNDAY NEWS-BRADLEY													
2 SAT. 6.30P 31 ABC N														SUN. 11.00P 15 CBS N													
60 MINUTES														LATE MOVIE I													
SUN. 7.00P 60 CBS DN														1 MON. 11.30P 100 CBS FF													
SPIRIT OF '78(S)														1 TUE. 11.30P 88													
2 SUN. 7.00P 60 ABC DN														WED. 11.30P 70													
STARSKY AND HUTCH														THU. 11.30P 37													
WED. 10.00P 60 ABC OP														1 FRI. 11.30P 99													
STEVE & EYDIE-I. BERLIN(S)														2 MON. 11.30P 103													
2 TUE. 9.30P 90 NBC GV														2 TU & F 11.30P 106													
SWITCH														LATE MOVIE II													
1 SUN. 10.00P 60 CBS PD														1 TUE. 12.58A 52 CBS FF													
TABITHA														1 WED. 12.40A 56													
FRI. 8.00P 30 ABC CS														1 THU. 12.07A 61													
THREE'S COMPANY														2 TUE. 1.16A 26													
TUE. 9.00P 30 ABC CS														2 WED. 12.40A 55													
TV: THE FABULOUS 50'S(S)														2 THU. 12.07A 49													
2 TUE. 8.00P 90 NBC GV														LE DISCO(S)													
20/20														1 SAT. 11.30P 79 NBC PC													
														LEGEND OF THE BLACK HAND													
														1 THU. 12.38A 41 ABC GD													
														2 THU. 12.37A 42													

TUE.	10.00P	60	ABC	DN					B	13.5	25	984	LEGEND OF THE BLACK HAND(S)		155		93	A	2.9	20	211			
WALTONS					39	201		99	A	11.7	26	853	2 WED.	12.38A	41	ABC	GD							
1 THU.	8.00P	60	CBS	GD					B	18.2	31	1327	MIDNIGHT SPECIAL		44	190	190	98	98	A	3.8	28	277	
WEDNESDAY MOVIE OF-WEEK					4	181	195	94	98	A	13.4	27	977	FRI.	1.00A	90	NBC	PC	B	3.6	26	262		
WED.	8.00P	120	NBC	FF					B	13.6	27	991	NBC LATE NIGHT MOVIE		44	114	113	63	64	A	2.6	14	190	
WELCOME BACK,KOTTER					44	189	193	97	98	A	11.8	27	860	1 SUN.	11.50P	126	NBC	FF	B	3.7	17	270		
THU.	8.00P	30	ABC	CS					B	17.8	32	1298	2 SUN.	11.30P	124									
WHAT'S HAPPENING					13	184	186	97	98	A	13.3	28	970	POLICE STORY-MON		10	175	175	97	97	A	6.5	33	474
THU.	8.30P	30	ABC	CS					B	15.3	30	1115	1 MON.	12.04A	62	ABC	OP	B	5.3	25	386			
WILDER AND WILDER(S)							138	81	A	7.4	17	539	2 MON.	12.35A	39									
2 SAT.	8.30P	30	CBS	CS					A	13.5	26	984	POLICE STORY-WED		31	173	176	96	97	A	7.3	28	532	
WINNER TAKE ALL(S)						165	94		A	12.6	28	919	1 WED.	11.30P	61	ABC	OP	B	6.5	25	474			
1 FRI.	10.00P	60	CBS	SM					B	14.5	28	1057	2 WED.	11.30P	68									
WONDER WOMAN					39	181	182	96	95	A	13.2	29	962	SATURDAY NIGHT		31		198		98	A	6.7	35	488
FRI.	8.00P	60	CBS	SF					B	15.4	28	1123	2 SAT.	12.52A	79	NBC	GV	B	9.6	32	700			
WONDERFUL WORLD OF DISNEY					42	208	211	97	99	A			SOAP-MON		11	171	168	96	95	A	8.4	29	612	
1 SUN.	7.20P	60	NBC	FV					B				1 MON.	11.30P	34	ABC	CS	B	7.7	26	561			
2 SUN.	7.00P	60											2 MON.	11.30P	65									
•LATE FRINGE													SOAP-TUE		10	169	171	96	96	A	9.8	34	714	
ABC WEEKEND REPORT-SAT.					44	152	150	90	90	A	7.2	16	525	1 TUE.	11.30P	34	ABC	CS	B	8.2	27	598		
SAT.	11.00P	15	ABC	N					B	7.8	17	569	2 TUE.	11.30P	64									
ABC WEEKEND REPORT-SUN.					42	152	151	92	92	A	6.4	14	467	STARSKY AND HUTCH-11:30		30	174	175	97	97	A	7.6	27	554
SUN.	11.00P	15	ABC	N					B	6.0	14	437	1 THU.	11.30P	68	ABC	OP	B	7.0	27	510			
BARETTA-11:30PM					40		156	89	A	4.7	25	343	2 THU.	11.30P	67									
2 FRI.	12.41A	65	ABC	OP					B	6.7	22	488	TOMORROW SHOW		176	170	170	97	97	A	2.1	16	153	
													M-TH	1.00A	45	NBC	CC	B	2.6	21	190			

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

M-F 3.00P 60 NBC DD 216	201	201	99	99	B 8.2 28 598	NEW TIC TAG DOUGH 39	157	157	85	87	A 4.4 23 321
AS THE WORLD TURNS					A 7.7 29 561	1 M-F 10.00A 30 CBS QG					B 4.0 21 292
M-F 1.30P 60 CBS DD					B 8.3 31 605	2 M-TH 10.00A 30					
						2 FRI. 10.00A 26					
CAPTAIN KANGAROO 219	187	188	97	99	A 2.7 18 197	ONE LIFE TO LIVE 145	190	190	99	99	A 8.5 31 620
M-F 8.00A 60 CBS C					B 3.3 20 241	M-F 2.00P 60 ABC DD					B 7.2 27 525
CARD SHARKS 80	151	151	86	86	A 4.1 21 299	PRICE IS RIGHT 1 155	183	183	92	92	A 6.3 30 459
M-F 10.00A 30 NBC QG					B 4.3 25 313	1 M-F 10.30A 30 CBS AP					B 5.7 28 416
						2 M-TH 10.30A 30					
CARDINALS PROCESSION(S)		183		97	A 4.3 23 313						
2 FRI. 10.26A 26 ABC N					A 5.6 22 408	PRICE IS RIGHT 2 162	182	181	91	91	A 5.9 25 430
CBS MID-DAY NEWS-EDWARDS 218	167	167	90	90	B 5.6 24 408	M-F 11.00A 30 CBS AP					B 6.1 28 445
M-F 11.55A 4 CBS N						RYAN'S HOPE 219	182	182	96	96	A 8.2 33 598
						M-F 12.30P 30 ABC DD					B 7.0 28 510
CBS MORNING NEWS 220	176	176	97	97	A 1.6 18 117	SEARCH FOR TOMORROW 217	187	187	96	96	A 7.2 29 525
M-F 7.15A 45 CBS N					B 2.0 16 146	M-F 12.30P 30 CBS DD					B 7.2 29 525
DAYS OF OUR LIVES 219	208	208	99	99	A 6.2 23 452	TODAY SHOW-7.30AM 219	215	215	99	99	A 3.9 33 284
M-F 1.30P 60 NBC DD					B 6.9 25 503	M-F 7.30A 30 NBC N					B 4.2 29 306
DOCTORS 216	198	200	97	98	A 5.7 21 416	TODAY SHOW-8.30AM 220	211	209	99	99	A 3.8 27 277
M-F 2.30P 30 NBC DD					B 6.4 24 467	M-F 8.30A 30 NBC N					B 4.5 29 328
EDGE OF NIGHT 210	165	161	89	86	A 6.2 21 452	\$20,000 PYRAMID 145	162	164	89	88	A 6.3 25 459
1 MTUWF 4.00P 30 ABC DD					B 5.4 18 394	M-F 12.00N 30 ABC QG					B 5.5 22 401
2 M-F 4.00P 30											
FAMILY FEUD 218	185	185	99	99	A 9.4 38 685	WHEEL OF FORTUNE 80	198	198	98	98	A 6.4 26 467
M-F 11.30A 30 ABC QP					B 8.7 38 634	M-F 11.30A 30 NBC QG					B 6.1 27 445
FOR RICHER, FOR POORER 161	150	150	79	79	A 2.5 10 182	YOUNG AND THE RESTLESS 217	194	194	98	98	A 7.8 30 569
1 MTUWF 1.00P 30 NBC DD					B 3.5 14 255	M-F 12.00N 30 CBS DD					B 7.6 31 554
2 M-F 1.00P 30											

KEY: A=CURRENT REPORT B=SEASON AVERAGE

BATMAN/TARZAN ADV II	37	194	193	99	99	A	7.0	32	510	IN THE NEWS-10.56AM	46	192	193	99	99	A	6.0	27	437
SAT. 11.00A 30 CBS CA						B	8.4	35	612	SAT. 10.56A	3 CBS N					B	7.5	31	547
BUGS BUNNY/ROAD RUNNER 1	37	198	198	99	99	A	5.7	32	416	IN THE NEWS-11.26AM	46	194	193	99	99	A	7.1	32	518
SAT. 9.00A 30 CBS CA						B	6.4	32	467	SAT. 11.26A	3 CBS N					B	8.1	33	590
BUGS BUNNY/ROAD RUNNER 2	37	198	197	99	99	A	8.1	39	590	IN THE NEWS-11.56AM	44	195	194	99	99	A	5.2	24	379
SAT. 9.30A 30 CBS CA						B	8.2	36	598	SAT. 11.56A	3 CBS N					B	7.0	29	510
BUGS BUNNY/ROAD RUNNER 3	37	199	197	99	99	A	8.3	38	605	IN THE NEWS-12.26PM	45	191	191	99	99	A	5.4	24	394
SAT. 10.00A 30 CBS CA						B	9.0	38	656	SAT. 12.26P	3 CBS N					B	6.2	26	452
CBS SAT. FILM FESTIVAL	38	161	160	85	87	A	4.1	17	299	IN THE NEWS-12.56PM	43	192	190	96	96	A	5.5	24	401
1 SAT. 1.30P 30 CBS CL						B	4.2	17	306	SAT. 12.56P	3 CBS N					B	6.3	26	459
2 SAT. 1.44P 16										IN THE NEWS- 1.26PM	39	166		86		A	5.1	22	372
CBS SPORTS SPECTACULAR	41	164	157	90	90	A	5.2	18	379	1 SAT. 1.26P	3 CBS N					B	5.1	20	372
1 SAT. 5.00P 60 CBS SA						B	6.6	19	481	IN THE NEWS- 1.56PM	41	161	160	85	87	A	3.9	17	284
2 SAT. 4.30P 90										SAT. 1.56P	3 CBS N					B	4.1	16	299
COLGATE HALL-FAME-SAT.(S)		175		97		A	2.7	10	197	IN THE NEWS- 9.26AM	45	62	59	51	50	A	1.3	11	95
2 SAT. 3.30P 90 ABC SE										SUN. 9.26A	3 CBS N					B	1.5	11	109
COLGATE HALL-FAME-SUN.(S)		179		97		A	4.7	14	343	IN THE NEWS- 9.56AM	45	61	60	51	54	A	1.7	12	124
2 SUN. 4.00P 120 ABC SE										SUN. 9.56A	3 CBS N					B	1.7	11	124
DYNOMUTT DOG WONDER	8	188	186	98	98	A	2.3	27	168	ISSUES AND ANSWERS	46	180	175	98	97	A	2.2	11	160
SAT. 8.00A 30 ABC CA						B	2.2	29	160	SUN. 12.00N	30 ABC CC					B	2.7	13	197
FACE THE NATION	44	184	185	99	99	A	2.4	14	175	JABBERJAW	44	92	90	64	64	A	2.2	13	160
SUN. 11.30A 30 CBS CC						B	2.8	14	204	SUN. 10.30A	30 ABC CA					B	2.7	14	197
FAT ALBERT AND COSBY KIDS	27	191	191	99	99	A	5.6	26	408	KROFFT SUPERSHOW '78 I	6	180	180	94	94	A	5.8	27	423
SAT. 12.00N 30 CBS CA						B	6.1	27	445	SAT. 11.30A	30 ABC CL					B	5.3	25	386
GHOST BUSTERS	45	62	59	51	50	A	1.1	10	80										
SUN. 9.00A 30 CBS CL						B	1.2	9	87										



[illegible]

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. AUG. 14, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 17,710 24.3																
	AVERAGE AUDIENCE (Households (000) & %) { 9,040																	
	SHARE OF AUDIENCE % 12.4 8.6* 11.0* 12.5* 14.1* 15.1* 4,080																	
	AVG. AUD. BY 1/4 HR. % 24 18* 22* 23* 25* 28* 11 5.6																	
8.5 8.6 10.5 12.3 14.4 15.1 11																		
ABC Monday Night Baseball																		
"CINCINNATI VS. PITTSBURGH" & "NEW YORK YANKEES VS. BALTIMORE" (8:00-10:52PM)(1)																		
W E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 13,050 17.9																
	AVERAGE AUDIENCE (Households (000) & %) { 11,370																	
	SHARE OF AUDIENCE % 15.6 16.0 15.4 16.7 20.7 22.6 20.9 21.4 18.3 17.9 17.9 19.3																	
	AVG. AUD. BY 1/4 HR. % 33 31 39 37 33* 35* 35*																	
15.2 16.1 15.4 16.7 20.7 22.6 20.9 21.4 18.3 17.9 17.9 19.3																		
The Jeffersons (R) Good Times (OP) M°A°S°H (R) One Day at a Time (R) Lou Grant (R)																		
W E K 3	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 15,820 21.7																
	AVERAGE AUDIENCE (Households (000) & %) { 12,320																	
	SHARE OF AUDIENCE % 16.9 15.5* 18.4* 14.0 13.0* 13.9* 15.2* 13.9*																	
	AVG. AUD. BY 1/4 HR. % 34 33* 35* 26 23* 24* 28* 27*																	
14.5 16.4 18.1 18.7 13.5 12.6 13.7 14.1 15.0 15.3 15.6 12.1																		
Little House On The Prairie (R) NBC Monday Night Movies																		
"BREAKOUT" (9:00-11:00PM)(R)																		
W E K 4	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 17,790 24.4																
	AVERAGE AUDIENCE (Households (000) & %) { 8,970																	
	SHARE OF AUDIENCE % 12.3 9.1* 11.6* 12.6* 13.5* 14.6*																	
	AVG. AUD. BY 1/4 HR. % 23 21* 23* 23* 24* 26* 12.7																	
9.0 9.2 11.3 12.0 12.5 12.7 13.4 13.6 14.3 14.8																		
ABC Monday Night Baseball																		
"LOS ANGELES VS. MONTREAL" & "CHICAGO CUBS VS. HOUSTON" (8:00-10:42PM)																		
W E K 5	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 13,340 18.3																
	AVERAGE AUDIENCE (Households (000) & %) { 11,590																	
	SHARE OF AUDIENCE % 15.9 16.7 16.2 16.3 21.6 24.0 22.0 22.5 19.6 19.5 19.9 20.0																	
	AVG. AUD. BY 1/4 HR. % 33 30 41 39 36 33* 35* 38*																	
15.0 16.7 16.2 16.3 21.6 24.0 22.0 22.5 19.6 19.5 19.9 20.0																		
The Jeffersons (R) Good Times (OP) M°A°S°H (R) One Day at a Time (R) Lou Grant (R)																		
W E K 6	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 14,800 20.3																
	AVERAGE AUDIENCE (Households (000) & %) { 11,370																	
	SHARE OF AUDIENCE % 15.6 13.6* 17.6* 13.5* 13.0* 14.3* 13.9*																	
	AVG. AUD. BY 1/4 HR. % 31 28* 33* 25 24* 25* 26*																	
12.7 14.5 17.2 18.0 14.0 13.0 12.9 13.1 14.3 14.4 14.3 13.5																		
Little House On The Prairie (R) NBC Monday Night Movies																		
"SERGEANT MATLOVICH VS. THE U.S. AIR FORCE" (9:00-11:00PM)																		
TV HOUSEHOLDS USING TV WK 1		41.5	41.7	41.9	43.8	46.3	48.8	50.6	53.7	55.1	56.2	56.3	57.4	54.4	54.1	53.7	51.0	
(See Def. 1)		44.2	44.6	43.9	44.8	46.4	50.0	53.2	54.3	55.2	56.4	56.8	58.1	56.8	56.3	53.9	51.2	
WK 2																		

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. MON. AUG. 21, 1978



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. AUG. 15, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	<b>ABC TV</b>					15,970 21.9		15,890 21.8		18,010 24.7		15,380 21.1		15,890 21.8				
	AVERAGE AUDIENCE (Households (000) & %)					Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Carter Country (OP) (R)				20/20		
	SHARE OF AUDIENCE %					13,490 18.5		14,360 19.7		15,750 21.6		13,780 18.9		11,520 15.8		16.1*		15.5*
	AVG. AUD. BY 1/4 HR. %					38 17.3		38 19.4		41 20.8		34 18.9		30 16.1		30 16.1		30 15.1
E	<b>CBS TV</b>					11,880 16.3				13,780 18.9								
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %					8,600 11.8		11.3*		7,510 10.3		8.5*		10.2*		11.1*		11.5*
	AVG. AUD. BY 1/4 HR. %					24 11.0		23 11.7		19 12.3		16 8.6		18 10.6		21 11.4		22 11.6
K	<b>NBC TV</b>					11,740 16.1				19,170 26.3								
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %					7,870 10.8		10.6*		10,860 14.9		12.3*		14.6*		16.5*		16.3*
	AVG. AUD. BY 1/4 HR. %					22 10.6		22 10.6		28 12.0		23 12.5		26 14.9		31 16.2		32 15.7
W	<b>ABC TV</b>					16,990 23.3		19,030 26.1		20,560 28.2		18,660 25.6		16,620 22.8				
	AVERAGE AUDIENCE (Households (000) & %)					Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Carter Country (OP) (R)				20/20		
	SHARE OF AUDIENCE %					15,020 20.6		16,990 23.3		18,230 25.0		16,990 23.3		11,880 16.3		17.9*		14.6*
	AVG. AUD. BY 1/4 HR. %					45 18.9		47 22.3		46 23.9		41 23.4		30 18.5		31 17.4		27 13.4
E	<b>CBS TV</b>					8,240 11.3				20,190 27.7								
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %					5,610 7.7		7.6*		11,080 15.2		10.6*		13.5*		17.4*		19.4*
	AVG. AUD. BY 1/4 HR. %					16 7.6		17 7.5		27 10.3		20 10.8		24 13.8		30 16.5		36 19.3
2	<b>NBC TV</b>					14,870 20.4						14,290 19.6						
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %					9,190 12.6		11.9*		13.5*		12.4*		12.3*		12.8*		11.4*
	AVG. AUD. BY 1/4 HR. %					25 11.8		26 12.0		27 13.6		23 11.6		21 12.4		22 12.9		21 11.1
TV HOUSEHOLDS USING TV WK 1		42.1	43.6	43.5	45.3	47.4	49.7	50.8	51.9	52.3	54.1	54.8	55.5	53.8	53.5	52.6	50.7	
(See Def. 1)		WK 2	42.5	42.9	42.7	44.8	46.7	48.6	50.9	52.6	55.3	56.8	57.8	57.1	57.1	55.2	51.1	

U. S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. TUE. AUG. 22, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. AUG. 16, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	<b>ABC TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)					15,310 21.0				19,390 26.6				16,990 23.3					
	AVERAGE AUDIENCE (Households (000) & %)							Eight Is Enough (R)			Charlie's Angels (R)			(OP)	Starsky & Hutch (R)				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					10,720 14.7 33 12.6		13.2* 30 *		16.2* 35 *	14,290 19.6 38 17.4	18.2* 36 *		21.0* 39 *	13,850 19.0 36 19.3	19.3* 36 *	18.9	18.7* 36 *	
CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,040 12.4				10,940 15.0									
	AVERAGE AUDIENCE (Households (000) & %)							Down Home (8:00-9:00PM)			(OP)	CBS Wednesday Night Movie "THE DEADLY TRAP" (9:00-10:53PM)							(I)
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					6,200 8.5 19 8.4		8.4* 19 *		8.7* 19 *	5,760 7.9 15 8.9	8.5* 17 *		7.5* 14 *		7.7* 14 *		7.9* 15 *	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,260 22.3								14,730 20.2				
AVERAGE AUDIENCE (Households (000) & %)								Wednesday Movie Of The Week "THE BEASTS ARE IN THE STREETS" (8:00-10:00PM)(R) (OP)							Police Woman (R)				
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						9,700 13.3 27 10.9		11.3* 26 *		12.0* 26 *	14.1	15.1	15.3	15.2	11,450 15.7 30 15.4	15.4* 29 *	15.7	15.9* 31 *	
W E E K 2		<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					15,090 20.7				16,910 23.2				18,230 25.0					
	AVERAGE AUDIENCE (Households (000) & %)							Eight Is Enough (R)			Charlie's Angels (R)			(OP)	Starsky & Hutch (R)				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					10,940 15.0 32 11.9		13.3* 30 *		16.8* 34 *	13,560 18.6 34 16.8	17.5* 32 *		19.7* 35 *	15,090 20.7 38 19.4	20.0* 37 *	21.4	21.3* 40 *	
CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,990 13.7				16,770 23.0									
	AVERAGE AUDIENCE (Households (000) & %)							Is Anyone Out There Learning-Part 2 "A REPORT CARD ON PUBLIC EDUCATION" (8:00-9:00PM)			(OP)	CBS Wednesday Night Movie "THE PARALLAX VIEW" (9:00-11:00PM)(R)							
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					6,630 9.1 19 9.3		8.9* 20 *		9.3* 19 *	10,350 14.2 26 13.0	13.6* 25 *		14.7* 26 *		14.8* 27 *	13.9	13.6* 26 *	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,280 23.7								9,990 13.7				
AVERAGE AUDIENCE (Households (000) & %)								Wednesday Movie Of The Week "WILLY WONKA AND THE CHOCOLATE FACTORY" (8:00-10:00PM)(R) (OP)							Police Woman (R)				
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						9,770 13.4 26 11.0		11.4* 26 *		13.2* 26 *	14.6	14.5	14.4	14.2	7,540 10.4 19 10.6	10.5* 19 *	10.3	10.2* 19 *	
TV HOUSEHOLDS USING TV		WK 1	40.9	41.8	40.5	41.8	43.0	44.1	45.2	47.9	49.4	51.3	53.1	54.8	54.0	53.3	52.3	51.6	
(See Def. 1)		WK 2	39.3	40.1	40.5	41.2	42.2	46.2	48.9	50.9	53.0	55.0	56.5	56.7	54.7	54.4	53.7	52.4	
TV listings preceding and subject quarter-hours. (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36																			
EVE WED AUG. 23, 1978																			

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. WED. AUG. 23, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. AUG. 17, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>					9,330 12.8		9,840 13.5		11,010 15.1		10,860 14.9		13,410 18.4				
AVERAGE AUDIENCE (Households (000) & %)					7,580 10.4		8,530 11.7		9,550 13.1		9,700 13.3		9,550 13.1		13,6* 25 *		12.6* 24 *
SHARE OF AUDIENCE %					24		25		26		24		24		25 *		24 *
AVG. AUD. BY 1/4 HR. %					9.8	10.9	11.1	12.2	12.5	13.8	13.1	13.6	13.9	13.4	12.7		12.4
<b>CBS TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>W</b>																	
<b>ABC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>W</b>																	
<b>ABC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>W</b>																	
<b>ABC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>W</b>																	
<b>ABC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>W</b>																	
<b>ABC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>W</b>																	
<b>ABC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
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<b>ABC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
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AVERAGE AUDIENCE (Households (000) & %)																	
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AVG. AUD. BY 1/4 HR. %																	
<b>W</b>																	
<b>ABC TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 18, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					9,110 12.5		10,500 14.4		19,760 27.1								
		AVERAGE AUDIENCE (Households (000) & %)					7,870 10.8	Tabitha (R)	8,890 12.2	Operation Petticoat (R)	9,040 12.4			NFL Pre - Season Football "MINNESOTA VS. MIAMI" (9:00-12:27AM)(1)					
		SHARE OF AUDIENCE %					26		26		27								
		AVG. AUD. BY 1/4 HR. %					10.6	11.0	11.5	12.8	9.8	10.9	12.3	13.0	13.8	13.6	13.2	13.5*	27*
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,030 16.5				15,890 21.8				13,190 18.1				
		AVERAGE AUDIENCE (Households (000) & %)					8,750 12.0	Wonder Woman (R)			12,390 17.0		Incredible Hulk (R)			Winner Take All (10:00-11:00PM)			
		SHARE OF AUDIENCE %					28	10.6*			34				26				
		AVG. AUD. BY 1/4 HR. %					10.1	11.1	13.0	13.7	15.7	17.1	17.1	17.8	13.8	13.5	13.5	13.4*	26*
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					9,770 13.4				13,050 17.9				18,370 25.2				
		AVERAGE AUDIENCE (Households (000) & %)					7,070 9.7	Black Sheep Squadron (R)			9,620 13.2		Rockford Files (R)			Quincy, M.E. (R)			
		SHARE OF AUDIENCE %					22	9.2*			27				37				
		AVG. AUD. BY 1/4 HR. %					8.9	9.5	10.1	10.2	12.5	12.7	13.4	14.4	17.6	19.3	19.9	20.0*	39*
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					9,770 13.4		9,330 12.8		19,610 26.9								
		AVERAGE AUDIENCE (Households (000) & %)					7,870 10.8	Tabitha (R)	8,310 11.4	Operation Petticoat (R)	9,110 12.5			NFL Pre - Season Football "SAN FRANCISCO VS. DENVER" (9:00-12:10AM)(1)					
		SHARE OF AUDIENCE %					24		23		26								
		AVG. AUD. BY 1/4 HR. %					10.4	11.2	11.3	11.6	10.9	11.8	12.7	12.8	13.6	13.7	13.2	12.4*	24*
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,190 18.1				15,530 21.3								
		AVERAGE AUDIENCE (Households (000) & %)					9,550 13.1	Wonder Woman (R)			7,730 10.6		CBS News Special "1968...A LOOK FOR NEW MEANINGS" (9:00-11:00PM)						
		SHARE OF AUDIENCE %					28	11.6*			20								
		AVG. AUD. BY 1/4 HR. %					11.0	12.2	14.2	14.8	11.9	10.5	9.6	9.8	11.0	10.7	10.2	10.5*	20*
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					9,700 13.3				20,850 28.6				21,140 29.0				
		AVERAGE AUDIENCE (Households (000) & %)					7,290 10.0	Black Sheep Squadron (R)			16,330 22.4		Rockford Files (R)			Quincy, M.E. (R)			
		SHARE OF AUDIENCE %					22	9.2*			43				45				
		AVG. AUD. BY 1/4 HR. %					8.7	9.7	10.3	11.4	19.3	22.2	23.4	24.8	23.1	23.5	23.9	24.1*	46*
TV HOUSEHOLDS USING TV			WK 1	37.3	37.9	37.6	39.6	39.9	42.5	44.7	46.4	48.1	49.0	50.0	52.1	52.5	52.7	51.8	50.4
(See Def. 1)			WK 2	39.2	40.7	41.4	42.6	43.0	44.8	47.6	49.3	51.1	52.2	53.1	54.1	54.4	53.6	52.8	51.5

TV HOUSEHOLDS USING TV WK 1 WK 2

(See Def. 1)

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. FRI. AUG. 25, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. AUG. 19, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					12,610 17.3				16,400 22.5				16,690 22.9				
AVERAGE AUDIENCE (Households (000) & %)					8,600 11.8				13,780 18.9				13,760 18.9				
SHARE OF AUDIENCE %					28				30 *				42 *				
AVG. AUD. BY 1/4 HR. %					10.6				16.7				20.5				
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					9,550 13.1		8,020 11.0		11,300 15.5								
AVERAGE AUDIENCE (Households (000) & %)					7,870 10.8		6,780 9.3		6,490 8.9				8,600 11.8				
SHARE OF AUDIENCE %					26		21		19				18 *				
AVG. AUD. BY 1/4 HR. %					10.0		9.4		9.0				8.6				
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					12,320 16.9				15,670 21.5								
AVERAGE AUDIENCE (Households (000) & %)					8,970 12.3				10,130 13.9								
SHARE OF AUDIENCE %					29				29								
AVG. AUD. BY 1/4 HR. %					10.9				12.5								

<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					10,420 14.3				15,160 20.8				15,240 20.9				
AVERAGE AUDIENCE (Households (000) & %)					6,270 8.6				11,960 16.4				12,170 16.7				
SHARE OF AUDIENCE %					20				32 *				36 *				
AVG. AUD. BY 1/4 HR. %					8.0				14.0				16.6				
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)							6,850 9.4		14,510 19.9								
AVERAGE AUDIENCE (Households (000) & %)							5,390 7.4		9,770 13.4								
SHARE OF AUDIENCE %							17		27								
AVG. AUD. BY 1/4 HR. %							7.0		9.8								
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)									18,950 26.0								
AVERAGE AUDIENCE (Households (000) & %)									8,890 12.2								
SHARE OF AUDIENCE %									27								
AVG. AUD. BY 1/4 HR. %									9.8								

TV HOUSEHOLDS USING TV WK 1 WK 2

35.6 37.2 37.4 37.4 37.6 39.6 38.7 39.6

40.1 40.9 42.0 41.7 42.9 42.6 45.0 44.0

46.4 46.3 47.3 48.3 48.5 49.4 49.0 50.2

48.7 51.0 48.8 50.4 48.3 49.3 47.4 48.5

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. AUG. 26, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. AUG. 20, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																		
<b>ABC TV</b>																		
TOTAL AUDIENCE (Households (000) & %)		10,940 15.0				13,490 18.5				23,910 32.8								
AVERAGE AUDIENCE (Households (000) & %)		8,090 11.1				9,480 13.0				17,710 24.3								
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		25 9.4	10.4* 11.3		11.8* 11.8	26* 10.5	24* 12.3	24* 14.0	28* 15.1	42 19.0	37* 22.9	43* 25.3	43* 26.2		26.7	45* 26.1	42* 25.1	42* 22.0
		Hardy Boys/Nancy Drew Mysteries (HARDY BOYS) (R) (1) How the West Was Won (R) (OP) ABC Sunday Night Movie "JOE KIDD" (9:00-10:35PM) (R) (2)																
<b>E</b>																		
<b>CBS TV</b>																		
TOTAL AUDIENCE (Households (000) & %)		16,620 22.8				13,780 18.9		13,340 18.3		15,820 21.7		16,330 22.4		15,890 21.8				
AVERAGE AUDIENCE (Households (000) & %)		12,470 17.1				11,010 15.1		11,960 16.4		12,980 17.8		14,650 20.1		12,250 16.8		17,1* 29*		16,6* 29*
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		39 15.7	16.5* 17.3		17.7* 17.8	32 14.3	32 15.9	32 15.8	32 17.1	32 17.1	34 19.5	34 19.2	34 21.0	29 17.4	29* 16.8	29* 16.5	29* 16.6	29* 16.6
		60 Minutes Rhoda (R) On Our Own (R) (OP) All In The Family (R) Alice (R) Switch																
<b>K</b>																		
<b>NBC TV</b>																		
TOTAL AUDIENCE (Households (000) & %)			14,000 19.2			15,310 21.0				15,970 21.9								
AVERAGE AUDIENCE (Households (000) & %)			8,600 11.8			10,420 14.3				9,260 12.7								
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			26 11.6		10.6* 9.9	27 11.2	27 14.8	27* 12.3	27* 12.7	22 14.7	22 16.8	19* 11.5	19* 11.5	20* 11.8	20* 12.5	23* 12.9	23* 13.7	23* 13.7
		(3) Wonderful World of Disney "THE THREE LIVES OF THOMASINA" Pt. I (7:20-8:20PM) (R) (4) Project U.F.O. (8:20-9:20PM) (R) (4) (OP) "POLICE STORY-DAY OF TERROR, NIGHT OF FEAR" (9:20-11:20PM) (R) Big Event																
<b>W</b>																		
<b>ABC TV</b>																		
TOTAL AUDIENCE (Households (000) & %)		6,710 9.2				12,390 17.0				19,460 26.7								
AVERAGE AUDIENCE (Households (000) & %)		4,370 6.0				8,890 12.2				13,190 18.1								
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		13 5.5	5.6* 5.7		6.3* 6.3	14* 6.4	24 10.2	22* 11.3	25* 12.9	31 14.4	30* 16.8	30* 17.6	30* 17.8	32* 17.9	32* 18.7	33* 19.0	33* 17.6	33* 17.6
		Spirit of '78 (7:00-8:00PM) (5) How the West Was Won (R) (OP) ABC Sunday Night Movie "MURDER AT THE WORLD SERIES" (9:00-11:00PM) (R)																
<b>E</b>																		
<b>CBS TV</b>																		
TOTAL AUDIENCE (Households (000) & %)		18,230 25.0				17,640 24.2				17,200 23.6		17,860 24.5		17,570 24.1				
AVERAGE AUDIENCE (Households (000) & %)		13,630 18.7				13,920 19.1				15,090 20.7		16,550 22.7		13,340 18.3		19,5* 33*		17,1* 31*
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		42 17.8	42* 18.3		42* 19.0	37 19.6	37* 18.6	37* 19.5	37* 20.3	36 20.0	38 21.4	38 22.2	38 23.2	32 20.0	33* 18.9	33* 18.1	31* 16.2	31* 16.2
		60 Minutes Body Human: Miracle Months (8:00-9:00PM) (R) (OP) All In The Family (R) Alice (R) Paul Anka in Monte Carlo (10:00-11:00PM)																
<b>K</b>																		
<b>NBC TV</b>																		
TOTAL AUDIENCE (Households (000) & %)		14,220 19.5				16,040 22.0				17,860 24.5								
AVERAGE AUDIENCE (Households (000) & %)		10,570 14.5				11,810 16.2				11,450 15.7								
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		33 12.3	31* 14.4		34* 15.3	31* 16.1	32* 15.4	32* 16.1	31* 16.7	27 16.8	25* 14.0	25* 14.9	25* 15.3	28* 16.2	28* 16.5	31* 17.3	31* 17.1	31* 17.1
		Wonderful World of Disney "THE THREE LIVES OF THOMASINA" Pt. II (R) Project U.F.O. (R) (OP) "POLICE STORY: THE BROKEN BADGE" (9:00-11:00PM) (R) Big Event																
<b>2</b>																		
<b>TV HOUSEHOLDS USING TV WK 1</b>		42.3	43.4	44.6	45.6	45.9	48.0	50.3	53.2	55.7	56.8	57.8	60.3	59.4	59.0	58.1	55.0	55.0
<b>(See Def. 1) WK 2</b>		42.0	43.9	45.4	47.0	47.9	50.4	52.8	55.1	55.8	57.9	59.1	60.6	59.7	58.5	57.6	54.3	54.3

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "ABC MINUTE MAGAZINE", (7:58-7:59PM) (SUS.). (3) "NFL PRE-SEASON FOOTBALL", NBC, (4:00-7:20PM), FOR REMAINING RATINGS, SEE OF PAGES (S).

(2) PROMO FILL, ABC, (10:55-11:00PM) (SUS.).

(4) FOR REMAINING RATINGS, SEE OF PAGES. (5) "ABC MINUTE MAGAZINE", (7:57-7:58PM) (SUS.).

EVE. SUN. AUG. 27, 1978



SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		5,030 6.9																	
	ABC TV		ABC Weekend Report- Sunday																	
	AVERAGE AUDIENCE (Households (000) & %)		4,810																	
	SHARE OF AUDIENCE %		6.6																	
AVG. AUD. BY 1/4 HR. %		14 6.6																		
E E K 2	TOTAL AUDIENCE (Households (000) & %)		5,980 8.2								7,360 10.1									
	CBS TV		CBS Sunday News- Bradley																	
	AVERAGE AUDIENCE (Households (000) & %)		5,900								4,370									
	SHARE OF AUDIENCE %		8.1								6.0	6.9*			5.6*		5.4*			
AVG. AUD. BY 1/4 HR. %		16 8.1								22 7.3	21 * 6.5			21 * 5.4		25 * 5.3		25 * 5.2		4.9
1	TOTAL AUDIENCE (Households (000) & %)					3,210 4.4					10,640 14.6							2,330 3.2		
	NBC TV		-Big Event-																	
	AVERAGE AUDIENCE (Households (000) & %)					1,530					5,980							1,460		
	SHARE OF AUDIENCE %					2.1					8.2	9.8*			7.6*			2.0	2.4*	
AVG. AUD. BY 1/4 HR. %			15.2* 30 * 16.0	12.7	12 3.0		2.6	2.4	2.3	29 10.5	30 * 9.2			29 * 6.8		6.2	5.6	15 2.8	17 * 1.9	1.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		4,590 6.3																	
	ABC TV		ABC Weekend Report- Sunday																	
	AVERAGE AUDIENCE (Households (000) & %)		4,520																	
	SHARE OF AUDIENCE %		6.2																	
AVG. AUD. BY 1/4 HR. %		15 6.2																		
E E K 2	TOTAL AUDIENCE (Households (000) & %)		5,900 8.1								7,580 10.4									
	CBS TV		CBS Sunday News- Bradley																	
	AVERAGE AUDIENCE (Households (000) & %)		5,610								4,520									
	SHARE OF AUDIENCE %		7.7								6.2	7.5*			5.9*		5.2*			
AVG. AUD. BY 1/4 HR. %		18 7.7								7.9	7.1		6.7	5.7		5.2	5.1	4.6		
2	TOTAL AUDIENCE (Households (000) & %)					4,230 5.8					9,190 12.6							2,410 3.3		
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)					2,260					4,810							1,530		
	SHARE OF AUDIENCE %					3.1	3.8*				6.6	8.2*			6.0*		5.5*	2.1	2.3*	
AVG. AUD. BY 1/4 HR. %			15 4.0	14 * 3.5			3.2	3.2	3.1	25 8.9	26 * 7.5		6.5	24 * 5.5		4.9	27 * 4.9	16 2.6	16 * 2.0	1.8
TV HOUSEHOLDS USING TV WK 1		50.6	42.8	35.9	28.5	24.6	22.5	19.1	34.6	30.9	27.6	24.7	21.5	19.1	16.3	13.7	11.8			
(See Def. 1) WK 2		44.2	37.3	29.8	26.4	23.9	21.9	19.3	33.3	30.0	26.8	24.3	20.4	18.2	15.6	13.3	11.7			
(OP) See Other Programs Section, Page A-36																				

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			2,110 2.9				2,840 3.9										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>K</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)		1,680 2.3			3,350 4.6								4,010 5.5		5,320 7.3		
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>1</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			3,350 4.6				3,430 4.7						3,650 5.0		3,860 5.3		
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			2,260 3.1				3,060 4.2										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>K</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)		2,110 2.9			3,350 4.6								3,720 5.1		5,540 7.6		
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>2</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			3,500 4.8				3,500 4.8						3,720 5.1		3,650 5.0		
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>TV HOUSEHOLDS USING TV WK 1</b>	4.5	5.9	7.4	8.4	10.1	11.6	13.0	14.5	15.5	17.3	18.2	18.7	18.9	20.4	20.8	22.1	
<b>(See Def. 1) WK 2</b>	5.0	6.3	7.3	8.6	10.5	12.4	13.6	14.9	16.2	17.8	18.3	18.7	19.0	20.5	20.9	21.8	

U. S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hour).

(1) "NBC NEWS UPDATE", (SUS.).

(2) "CBS NEWS SPECIAL REPORT", CBS, FRI., (10:26-11:00AM)(SUS.).

(3) "NBC NEWS SPECIAL", NBC, FRI., (10:30-11:00AM)(SUS.).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 14-18, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	7,580 10.4		7,870 10.8		5,180 7.1		6,780 9.3		9,330 12.8				7,870 10.8				
AVERAGE AUDIENCE (Households (000) & %)	6,560 9.0		6,710 9.2		4,300 5.9		5,830 8.0		7,070 9.7				5,900 8.1		7,8*		8,5*
SHARE OF AUDIENCE %	39		37		23		32		37		39*		36*		29*		31*
AVG. AUD. BY 1/4 HR. %	8.4	9.5	8.8	9.4	5.7	6.2	7.8	8.1	9.7	9.9	9.8	9.5	7.8	7.8	8.5	8.6	
	Happy Days      Family Feud      \$20,000 Pyramid      Ryan's Hope      ← All My Children (1) →      One Life to Live →																
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	5,250 7.2		5,610 7.7		6,710 9.2		6,420 8.8				7,870 10.8					7,140 9.8	
AVERAGE AUDIENCE (Households (000) & %)	4,520 6.2		4,670 6.4		6,050 8.3		5,610 7.7				5,900 8.1		7,9*		8,2*	7,6	7,6*
SHARE OF AUDIENCE %	27		26		32		31				30		30*		31*	27	28*
AVG. AUD. BY 1/4 HR. %	6.1	6.3	6.2	6.7	8.1	8.5	7.8	7.6			7.7	8.1	8.3	8.1	7.5	7.6	
	Price is Right 2      Love Of Life (OP)      Young & the Restless      Search for Tomorrow      ← As The World Turns →      Guiding Light																
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,080 5.6		5,030 6.9		4,230 5.8				2,110 2.9		6,120 8.4					4,670 6.4	
AVERAGE AUDIENCE (Households (000) & %)	3,570 4.9		4,450 6.1		2,190 3.0		3,4*		1,820 2.5		4,450 6.1		5,8*		6,5*	4,160 5.7	
SHARE OF AUDIENCE %	21		25		12		13*		10		23		22*		24*	21	
AVG. AUD. BY 1/4 HR. %	4.8	5.0	6.1	6.1	3.6	3.2	2.5	2.9	2.5	2.5	5.6	6.0	6.4	6.5	5.7	5.8	
	New High Rollers      Wheel of Fortune (2)      ← America Alive (2) →      For Richer, For Poorer MTUWF (3)      ← Days Of Our Lives →      The Doctors (2)																

<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	7,730 10.6		8,240 11.3		5,760 7.9		7,220 9.9		9,550 13.1				8,160 11.2				
AVERAGE AUDIENCE (Households (000) & %)	6,490 8.9		7,070 9.7		4,810 6.6		6,120 8.4		7,290 10.0		10,1*		6,420 8.8		8,7*		8,8*
SHARE OF AUDIENCE %	38		39		26		33		38		39*		32		32*		32*
AVG. AUD. BY 1/4 HR. %	8.2	9.6	9.5	9.9	6.6	6.7	8.2	8.6	10.0	10.3	10.0	9.9	8.8	8.6	8.8	8.8	
	Happy Days      Family Feud      \$20,000 Pyramid      Ryan's Hope      ← All My Children (1) →      One Life to Live →																
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,810 6.6		4,670 6.4		6,050 8.3		5,540 7.6				7,220 9.9					6,780 9.3	
AVERAGE AUDIENCE (Households (000) & %)	4,010 5.5		3,940 5.4		5,390 7.4		4,880 6.7				5,390 7.4		7,1*		7,6*	5,250 7.2	7,3*
SHARE OF AUDIENCE %	24		22		29		26				27		26*		26	26	27*
AVG. AUD. BY 1/4 HR. %	5.4	5.6	5.3	5.6	7.1	7.6	6.7	6.8			6.9	7.3	7.6	7.6	7.3	7.3	
	Price is Right 2      Love Of Life (OP)      Young & the Restless      Search for Tomorrow      ← As The World Turns →      Guiding Light																
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,300 5.9		5,610 7.7		4,670 6.4				2,260 3.1		6,050 8.3					4,450 6.1	
AVERAGE AUDIENCE (Households (000) & %)	3,790 5.2		4,810 6.6		2,700 3.7		4,1*		1,900 2.6		4,520 6.2		5,9*		6,5*	4,080 5.6	
SHARE OF AUDIENCE %	22		27		14		16*		13*		23		22*		24*	21	
AVG. AUD. BY 1/4 HR. %	4.9	5.4	6.5	6.8	4.2	4.1	3.2	3.4	2.6	2.5	5.6	6.2	6.4	6.6	5.7	5.6	
	New High Rollers      Wheel of Fortune (2)      ← America Alive (2) →      For Richer, For Poorer      ← Days Of Our Lives →      The Doctors (2)																
<b>2</b>																	
<b>TV HOUSEHOLDS USING TV WK</b>	23.1	24.3	24.3	25.1	25.5	25.7	24.8	25.2	25.2	25.8	26.3	26.5	26.3	26.6	26.9	27.8	
(See Def. 1)	22.7	24.5	24.6	25.1	25.3	26.1	25.6	26.3	25.9	26.4	26.4	27.0	27.1	27.4	27.5	27.9	

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 14-18, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	8,020 11.0				5,250 7.2											6,780 9.3	
AVERAGE AUDIENCE (Households (000) & %)	6,120 8.4				4,590 6.3											5,690 7.8	
SHARE OF AUDIENCE %	29				22											20	
AVG. AUD. BY 1/4 HR. %	8.1				6.2											7.6	7.9
General Hospital → Edge of Night MTUWF (1)																	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			6,630 9.1		4,880 6.7											9,330 12.8	
AVERAGE AUDIENCE (Households (000) & %)			5,610 7.6*		4,230 5.8											8,020 11.0	
SHARE OF AUDIENCE %			27 *		20											28	
AVG. AUD. BY 1/4 HR. %	7.6		7.5		5.7											10.9	11.2
Guiding Light → All In The Family → Match Game '78 MTUWF (2)																	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	6,710 9.2															8,530 11.7	
AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2															7,360 10.1	
SHARE OF AUDIENCE %	25															26	
AVG. AUD. BY 1/4 HR. %	6.5															9.9	10.3
Another World → (3)																	
<b>1</b>																	

<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	7,950 10.9				5,030 6.9											6,490 8.9	
AVERAGE AUDIENCE (Households (000) & %)	6,340 8.7				4,520 6.2											5,610 7.7	
SHARE OF AUDIENCE %	30				21											19	
AVG. AUD. BY 1/4 HR. %	8.4				6.1											7.5	7.8
General Hospital → Edge of Night																	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			6,930 9.5		5,180 7.1											9,190 12.6	
AVERAGE AUDIENCE (Households (000) & %)			5,760 7.0*		4,520 6.2											7,870 10.8	
SHARE OF AUDIENCE %			25 *		21											27	
AVG. AUD. BY 1/4 HR. %	7.0		7.0		5.9											10.7	10.8
Guiding Light → All In The Family → Match Game '78																	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	6,270 8.6															8,750 12.0	
AVERAGE AUDIENCE (Households (000) & %)	4,880 6.7															7,580 10.4	
SHARE OF AUDIENCE %	24															26	
AVG. AUD. BY 1/4 HR. %	6.2															10.4	10.5
Another World → (3)																	
<b>2</b>																	
<b>TV HOUSEHOLDS USING TV WK 1</b>	28.5	29.1	29.2	29.8	28.7	29.2	29.3	30.8	31.4	33.0	34.3	36.1	37.6	39.0	39.4	40.0	
<b>(See Def. 1)</b>	27.4	28.3	28.6	29.3	28.6	29.7	29.5	30.9	32.4	33.8	34.9	36.9	38.6	39.6	39.8	40.7	
<b>WK 2</b>																	

U.S. TV Households: 72,900,000

\* Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "CARTER PRESS CONFERENCE", ABC, THU., (4:00-4:35PM)(SUS.).  
(2) "CARTER PRESS CONFERENCE", CBS, NBC, THU., (4:00-4:34PM)(SUS.).

DAY MON.-FRI. AUG. 21-25, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 19, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,330 3.2		3,130 4.3		4,810 6.6		5,830 8.0		6,120 8.4		6,780 9.3		
	ABC TV							Dynomutt Dog Wonder (OP)	All New Super- Friends I	All New Super- Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		
	AVERAGE AUDIENCE (Households (000) & %)					1,750 2.4		2,550 3.5		3,860 5.3		4,370 6.0		5,030 6.9		5,900 8.1		
	SHARE OF AUDIENCE %					27		28		32		31		32		36		
	AVG. AUD. BY ¼ HR. %					2.3	2.6	3.1	3.8	5.2	5.5	5.6	6.4	6.9	6.8	8.0	8.3	
	TOTAL AUDIENCE (Households (000) & %)					2,410 3.3		3,280 4.5		5,470 7.5		7,220 9.9		7,510 10.3		5,180 7.1		
	CBS TV							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/ Road Runner I		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,750 2.4		2,550 3.5		4,230 5.8		5,900 8.1		6,050 8.3		4,590 6.3		
	SHARE OF AUDIENCE %					26		27		32		39		38		28		
	AVG. AUD. BY ¼ HR. %					2.1	2.7	3.3	3.6	4.8	6.8	8.0	8.2	8.2	8.5	6.3	6.2	
1	TOTAL AUDIENCE (Households (000) & %)					1,900 2.6		2,920 4.0		3,650 5.0		4,370 6.0		4,080 5.6		4,590 6.3		
	NBC TV				I am the Greatest (SUS.)		Hong Kong Phooey	Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (I)		Think Pink Panther		
	AVERAGE AUDIENCE (Households (000) & %)					1,530 2.1		2,260 3.1		3,130 4.3		3,500 4.8		3,350 4.6		3,720 5.1		
	SHARE OF AUDIENCE %					24		25		26		24		21		23		
	AVG. AUD. BY ¼ HR. %					1.8	2.3	2.9	3.4	4.1	4.5	4.9	4.7	4.5	4.7	5.0	5.2	
	TOTAL AUDIENCE (Households (000) & %)					2,040 2.8		4,010 5.5		5,180 7.1		4,450 6.1		5,250 7.2		4,960 6.8		
	ABC TV							Dynomutt Dog Wonder (OP)	All New Super- Friends I	All New Super- Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		
	AVERAGE AUDIENCE (Households (000) & %)					1,600 2.2		3,060 4.2		4,300 5.9		3,790 5.2		4,230 5.8		4,080 5.6		
	SHARE OF AUDIENCE %					27		34		35		27		27		27		
	AVG. AUD. BY ¼ HR. %					2.0	2.4	3.6	4.8	6.0	5.8	5.0	5.4	6.1	5.5	5.9	5.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,130 4.3		3,790 5.2		5,100 7.0		7,140 9.8		7,580 10.4		5,830 8.0		
	CBS TV							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/ Road Runner I		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,110 2.9		3,060 4.2		4,080 5.6		5,900 8.1		5,980 8.2		4,740 6.5		
	SHARE OF AUDIENCE %					30		32		31		40		37		31		
	AVG. AUD. BY ¼ HR. %					2.6	3.3	3.8	4.6	4.9	6.3	7.9	8.2	8.7	7.7	7.0	6.0	
	TOTAL AUDIENCE (Households (000) & %)					1,460 2.0		1,680 2.3		3,130 4.3		4,080 5.6		4,590 6.3		4,370 6.0		
	NBC TV				I am the Greatest (SUS.)		Hong Kong Phooey	Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (I)		Think Pink Panther		
	AVERAGE AUDIENCE (Households (000) & %)					800 1.1		1,310 1.8		2,480 3.4		3,280 4.5		3,720 5.1		3,650 5.0		
	SHARE OF AUDIENCE %					13		15		20		23		24		24		
	AVG. AUD. BY ¼ HR. %					.8	1.5	1.5	2.0	3.2	3.6	4.3	4.7	5.0	5.2	4.8	5.2	
TV HOUSEHOLDS USING TV WK 1		4.4	5.1	6.0	6.9	8.6	10.0	12.5	14.0	16.7	19.1	20.4	21.4	22.0	22.1	22.0	22.9	
(See Def. 1) WK 2		3.6	4.4	5.2	6.4	8.7	10.5	12.1	14.6	17.0	18.9	20.3	20.7	22.0	22.3	21.2	20.9	

U. S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 19, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>TOTAL AUDIENCE</b> (Households (000) & %)	7,580 10.4		5,760 7.9		5,030 6.9		6,710 9.2										
<b>ABC TV</b>	Scooby's All-Star Laff-A-Lympics IV <sup>(OP)</sup> Krofft Supershow '78-I    Krofft Supershow '78-II <sup>(OP)</sup> ← American Bandstand '78 →																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	6,050 8.3		5,030 6.9		4,300 5.9		4,450 6.1										
<b>SHARE OF AUDIENCE %</b>	38		33		28		27		5.8*								
<b>AVG. AUD. BY ¼ HR. %</b>	9.1	7.5	7.0	6.7	6.1	5.7	5.4	6.1	6.5	6.2							
<b>TOTAL AUDIENCE</b> (Households (000) & %)	6,050 8.3		4,960 6.8		4,810 6.6		5,030 6.9		3,790 5.2		4,300 5.9						
<b>CBS TV</b>	Batman/Tarzan Adventure II <sup>(OP)</sup> Secrets of Isis <sup>(OP)</sup> Fat Albert and the Cosby Kids <sup>(OP)</sup> Space Academy <sup>(OP)</sup> What's New, Mister Magoo? <sup>(OP)</sup> CBS Saturday Film Festival "CHIP" <sup>(OP)</sup>																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	5,100 7.0		3,860 5.3		4,010 5.5		4,160 5.7		3,280 4.5		3,210 4.4						
<b>SHARE OF AUDIENCE %</b>	31		24		25		25		20		18						
<b>AVG. AUD. BY ¼ HR. %</b>	6.6	7.5	5.7	4.8	5.4	5.6	5.9	5.5	4.1	4.8	4.4	4.5					
<b>TOTAL AUDIENCE</b> (Households (000) & %)	3,570 4.9		4,880 6.7		3,650 5.0		2,920 4.0						4,230 5.8	13,710 18.8			
<b>NBC TV</b>	Baggy Pants & the Nitwits    Space Sentinels <sup>(1)</sup> Land of the Lost    Thunder <sup>(1)</sup> (2) NBC Major League Baseball "CINCINNATI VS. CHICAGO CUBS" & "LOS ANGELES VS. NEW YORK METS" (2:15-6:00PM)																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	2,840 3.9		3,720 5.1		2,920 4.0		2,620 3.6						4,010 5.5	6,270 8.6			7.8*
<b>SHARE OF AUDIENCE %</b>	18		25		19		16						25	32			31*
<b>AVG. AUD. BY ¼ HR. %</b>	3.9	4.0	4.6	5.5	3.9	4.1	3.4	3.8					5.5	6.2	7.7		7.8

<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,390 7.4		4,370 6.0		4,450 6.1		5,830 8.0		5,320 7.3								
<b>ABC TV</b>	Scooby's All-Star Laff-A-Lympics IV <sup>(OP)</sup> Krofft Supershow '78-I    Krofft Supershow '78-II <sup>(3)</sup> ← American Bandstand '78 → (3)(4)    ABC Special Report: Pope (1:18-1:47PM)																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,160 5.7		3,350 4.6		3,860 5.3		3,650 5.0		4,080 5.6								
<b>SHARE OF AUDIENCE %</b>	27		22		24		22		4.5*		5.6						
<b>AVG. AUD. BY ¼ HR. %</b>	6.3	5.0	5.0	4.3	5.3	5.3	4.4	4.6	5.8	5.9	5.5	5.2					
<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,980 8.2		5,390 7.4		4,960 6.8		5,540 7.6		3,650 5.0		2,770 3.8						
<b>CBS TV</b>	Batman/Tarzan Adventure II <sup>(OP)</sup> Secrets of Isis <sup>(OP)</sup> Fat Albert and the Cosby Kids <sup>(OP)</sup> Space Academy <sup>(OP)</sup> What's New, Mister Magoo? <sup>(5)</sup> CBS Saturday Film Festival "GERONIMO JONES" (5)																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	5,030 6.9		4,450 6.1		4,080 5.6		4,590 6.3		3,500 4.8		2,550 3.5						
<b>SHARE OF AUDIENCE %</b>	33		29		26		28		21		15						
<b>AVG. AUD. BY ¼ HR. %</b>	6.6	7.3	6.0	6.1	5.5	5.6	6.3	6.3	4.8	4.7	3.5	3.4					
<b>TOTAL AUDIENCE</b> (Households (000) & %)	3,650 5.0		3,790 5.2		3,720 5.1		2,840 3.9						3,500 4.8	11,450 15.7			
<b>NBC TV</b>	Baggy Pants & the Nitwits    Space Sentinels <sup>(1)</sup> Land of the Lost    Thunder <sup>(1)</sup> NBC News Special Report: Pope (1:18-1:44PM)(SUS.)    (2) NBC Major League Baseball "CHICAGO CUBS VS. CINCINNATI" (2:15-5:00PM)																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,060 4.2		2,700 3.7		3,210 4.4		2,190 3.0						3,350 4.6	5,470 7.5			6.8*
<b>SHARE OF AUDIENCE %</b>	20		17		20		13						19	29			27*
<b>AVG. AUD. BY ¼ HR. %</b>	4.3	4.1	3.3	4.0	4.3	4.5	3.1	3.0					4.6	5.5	6.6		7.0
<b>TV HOUSEHOLDS USING TV WK 1</b> (See Def. 1)	22.7	22.6	22.1	21.9	21.2	22.1	22.4	22.8	22.3	23.1	23.6	24.0	23.1	24.3	25.7	25.4	
<b>WK 2</b>	20.8	21.3	20.7	21.4	21.5	22.3	22.3	22.7	22.8	23.6	23.7	23.2	23.2	24.6	24.9	25.8	

U.S. TV Households: 72,900,000

(1) "NBC JR. HALL OF FAME", (SUS.).

(2) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:15PM).

(3) "ABC SPECIAL REPORT: POPE", ABC, (1:18-1:47PM)(12:52-12:53PM)(SUS.).

(4) FOR REMAINING RATINGS, SEE OTHER PAGES.

(R) Repeat, see page B.

(5) "CBS NEWS SPECIAL REPORT", CBS, (1:18-1:44PM)(SUS.).

(OP) See Other Programs Section: Page A-36

DAY SAT. AUG. 26, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 19, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)									9,910 13.6							3,280 4.5	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					3,790 5.2				5,830 8.0							5,540 7.6	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																5,320 7.3	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			4,300 5.9						9,040 12.4							4,230 5.8	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)									7,510 10.3							6,420 8.8	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																5,180 7.1	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

<b>TV HOUSEHOLDS USING TV WK 1</b>	25.8	26.2	26.7	26.4	27.0	27.6	28.6	28.9	30.0	30.8	31.4	31.2	32.5	33.5	33.5	34.7	34.7
<b>(See Def. 1) WK 2</b>	26.0	27.2	27.3	28.0	28.1	28.1	27.6	27.1	27.6	27.5	27.7	28.5	31.4	33.1	34.7	36.5	36.5

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 20, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	2,330 3.2		
	ABC TV																	Jabberjaw (OP)		
	AVERAGE AUDIENCE (Households (000) & %)																	1,820 2.5		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	16 2.2	2.8	
	TOTAL AUDIENCE (Households (000) & %)											1,090 1.5			1,390 1.9					
	CBS TV											Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Marshall Efron's Illustrated, Simplified & Painless Sunday School (SUS.)		
	AVERAGE AUDIENCE (Households (000) & %)											800 1.1			1,240 1.7					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %											10 .9	1.3		1.3 1.6	1.8				
	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		1,600 2.2															
	ABC TV																		Jabberjaw (OP)															
	AVERAGE AUDIENCE (Households (000) & %)																		1,310 1.8															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		11 1.5 2.0															
	TOTAL AUDIENCE (Households (000) & %)																		950 1.3	1,530 2.1														
	CBS TV																		Ghost Busters (OP)	Wacko (OP)	Behold Wondrous Things (SUS.)	Marshall Efron's Illustrated, Simplified & Painless Sunday School (SUS.)												
	AVERAGE AUDIENCE (Households (000) & %)																		730 1.0 8 .8	1,170 1.6 11 1.6														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		1.1	1.7														
	TOTAL AUDIENCE (Households (000) & %)																																	
	NBC TV																																	
	AVERAGE AUDIENCE (Households (000) & %)																																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																																	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)																			2.7	3.0	3.6	4.1	4.7	5.9	7.1	8.6	10.4	12.2	12.9	13.6	14.3	15.2	15.5	16.1
WK 2																			2.6	2.7	3.0	4.0	5.7	7.1	8.3	10.3	12.0	12.9	14.6	15.9	16.1	16.6	16.4	17.5

TV HOUSEHOLDS USING TV		WK 1	2.7	3.0	3.6	4.1	4.7	5.9	7.1	8.6	10.4	12.2	12.9	13.6	14.3	15.2	15.5	16.1
(See Def. 1)		WK 2	2.6	2.7	3.0	4.0	5.7	7.1	8.3	10.3	12.0	12.9	14.6	15.9	16.1	16.6	16.4	17.5

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 20, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	2,480 3.4		2,700 3.7		2,260 3.1												
AVERAGE AUDIENCE (Households (000) & %)	2,040		2,110		1,600												
SHARE OF AUDIENCE %	2.8		2.9		2.2												
AVG. AUD. BY 1/4 HR. %	2.8	2.9	2.9	2.9	2.3	2.2											
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			2,410 3.3										6,560 9.0				
AVERAGE AUDIENCE (Households (000) & %)			1,900										2,840 3.9				
SHARE OF AUDIENCE %			2.6										4.1*				3.8*
AVG. AUD. BY 1/4 HR. %			2.6	2.5									4.2	3.9	3.7		3.8
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)							1,970 2.7									6,050 8.3	
AVERAGE AUDIENCE (Households (000) & %)							1,600									3,060 4.2	3.8*
SHARE OF AUDIENCE %							2.2									16	15 *
AVG. AUD. BY 1/4 HR. %							2.2	2.3								3.9	3.7

<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	2,840 3.9		2,990 4.1		1,970 2.7											5,180 7.1	
AVERAGE AUDIENCE (Households (000) & %)	2,330 3.2		2,330 3.2		1,600 2.2											2,260 3.1	2.9*
SHARE OF AUDIENCE %	17		16		11											10	10 *
AVG. AUD. BY 1/4 HR. %	3.0	3.4	3.2	3.2	2.5	1.9										3.0	2.7
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			2,110 2.9							4,450 6.1	16,040 22.0						
AVERAGE AUDIENCE (Households (000) & %)			1,600 2.2							4,300 5.9	8,090 11.1						
SHARE OF AUDIENCE %			11							26	36 *					9.7*	11.3*
AVG. AUD. BY 1/4 HR. %			2.3	2.2						5.9	7.1					10.4	11.2
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)							3,430 4.7										
AVERAGE AUDIENCE (Households (000) & %)							2,840 3.9										
SHARE OF AUDIENCE %							21										
AVG. AUD. BY 1/4 HR. %							4.1	3.7									
<b>2</b>																	
<b>TV HOUSEHOLDS USING TV</b>																	
(See Def. 1)	WK 1	16.4	16.6	15.7	17.4	18.8	19.7	20.1	21.0	21.2	22.3	22.6	23.5	23.7	24.9	25.7	26.5
	WK 2	18.2	18.6	19.4	19.8	18.8	19.6	20.3	21.3	22.8	24.2	24.8	25.6	26.5	28.2	29.3	29.3

U.S. TV Households: 72,900,000

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 20, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>K</b>																	
<b>1</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	

<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>K</b>																	
<b>2</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
<b>TV HOUSEHOLDS USING TV WK 1</b>	26.4	26.3	27.0	28.2	29.0	31.1	32.2	32.2	32.7	33.6	34.8	34.9	36.5	37.1	38.6	40.6	
<b>(See Def. 1)</b>	29.3	29.8	31.0	32.7	33.6	34.2	34.8	35.2	35.2	35.1	34.8	35.3	35.2	36.5	39.2	39.6	

U. S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR					WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		SHARE	HOUSEHOLDS (000)	%	SHARE			
EVENING MONDAY																
ABC	8.00-10.52PM	ABC MONDAY NIGHT BASEBALL	10.45	FOR RTGS SEE PAGE	A-2		13.8*	25*	12.6							
ABC	10.51-10.52PM	ABC NEWSBRIEF-MON(B)	10.45	4,230	5.8	4,230	5.8	11	5.8							
ABC	10.52-11.19PM	ABC MONDAY NIGHT B5BL(B)	11.00	FOR RTGS SEE PAGE	A-2				5.4							
			11.15						5.6							
ABC	11.30-12.04AM	SOAP-MON	11.30	6,850	9.4	6,050	8.3	27	8.3	8,310	11.4	6,200	8.5	31	8.9	
	11.30-12.35AM		11.45				8.3*	27*	8.3				9.0*	29*	9.1	
			12.00						8.0						8.4	
			12.15										8.3*	33*	8.3	
			12.30												6.9	
ABC	12.04- 1.06AM	POLICE STORY-MON	12.00	6,630	9.1	5,100	7.0	33	7.9							
	12.35- 1.14AM		12.15				7.6*	31*	7.4							
			12.30						7.0	5,250	7.2	4,080	5.6	31	6.0	
			12.45				6.8*	35*	6.6				5.8*	31*	5.6	
			1.00						5.7						5.2	
EVENING TUESDAY																
ABC	11.30-12.04AM	SOAP-TUE	11.30	7,650	10.5	6,630	9.1	29	9.5	9,330	12.8	7,440	10.2	36	10.5	

11.30-12.34AM				11.45			9.3*	29*	9.2				10.5*	34*	10.6
				12.00					7.8						10.3
				12.15									10.2*	40*	10.1
				12.30											7.8
ABC 12.04- 1.05AM TUESDAY MOVIE OF THE WEEK				12.00	6,630	9.1	4,080	5.6	24	6.3					
12.34- 1.38AM				12.15				5.8*	23*	5.4					
				12.30						5.4	4,740	6.5	3,430	4.7	29
				12.45				5.4*	25*	5.3				5.2*	27*
				1.00						5.7					5.4
				1.15										4.5*	31*
				1.30											4.2
EVENING WEDNESDAY															
ABC 11.30-12.31AM POLICE STORY-WED				11.30	7,730	10.6	5,390	7.4	27	8.4	7,510	10.3	5,320	7.3	29
11.30-12.38AM				11.45				8.1*	27*	7.7				7.9*	27*
				12.00						7.0					7.6
				12.15				6.8*	28*	6.7				7.1*	30*
				12.30						6.2					7.0
ABC 12.34- 1.38AM WED. MYSTERY OF THE WEEK				12.30	3,790	5.2	2,330	3.2	21	3.8					5.8
				12.45				3.5*	19*	3.2					
				1.00						3.2					
				1.15				3.0*	23*	2.8					
				1.30						2.9					
ABC 12.38- 1.19AM LEGEND OF THE BLACK HAND(S)				12.30							2,840	3.9	2,110	2.9	20
				12.45										3.2*	20*
				1.00											3.7
				1.15											3.0
EVENING THURSDAY															
ABC 11.30-12.38AM STARSKY AND HUTCH-11:30				11.30	7,870	10.8	5,540	7.6	27	7.8	8,020	11.0	5,540	7.6	28
CONF'D															7.7

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CONT'D

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1				WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		
EVENING THURSDAY CONT'D															
	ABC	11.30-12.38AM	STARKY AND HUTCH-11:30-CONT'D	11.45			7.6*	23*	7.4			7.8*	24*	7.9	
				12.00					7.7					7.8	
				12.15			8.0*	32*	8.3			7.8*	32*	7.7	
				12.30					6.5					6.3	
	ABC	12.38- 1.19AM	LEGEND OF THE BLACK HAND	12.30	3,650	5.0	2,700	3.7	23	4.4	3,210	4.4	2,700	3.7	4.4
		12.37- 1.19AM		12.45			3.9*	22*	3.6			4.0*	22*	3.8	
				1.00					3.4					3.3	
				1.15					3.3					3.2	
EVENING FRIDAY															
	ABC	9.00-12.27AM	NFL PRE-SEASON FTBL-ABC(S)	11.00	FOR RTGS SEE PAGE A-10				13.9						
				11.15			13.3*	28*	12.7						
				11.30					12.6						
				11.45			12.5*	31*	12.3						
				12.00					11.4						
				12.15			11.0*	31*	10.5						
	ABC	9.00-12.10AM	NFL PRE-SEASON FTBL-ABC(S)	11.00							FOR RTGS SEE PAGE A-11				12.7
				11.15								12.7*	27*		12.7
				11.30											13.0
				11.45											12.5
				12.00											11.0
	ABC	12.41- 1.46AM	BARETTA-11:30PM	12.30											5.2
				12.45							5,030	6.9	3,430	4.7	5.1
				1.00											4.8
				1.15											4.6
				1.30											4.3
				1.45											3.6
	NBC	1.00- 2.30AM	MIDNIGHT SPECIAL	1.00	6,420	8.8	3,350	4.6	32	5.9	4,670	6.4	2,190	3.0	24
				1.15				5.6*	31*	5.4				3.6*	23*
				1.30					5.0						3.5
				1.45				4.9*	33*	4.8				3.3*	27*
				2.00					3.6						2.5
				2.15				3.3*	30*	3.0				2.1*	24*
EVENING SATURDAY															
	ABC	9.58- 9.59PM	ABC NEWSBRIEF-SAT.	9.45	14,360	19.7	14,360	19.7	40	19.7	12,320	16.9	12,320	16.9	34
	ABC	11.00-11.15PM	ABC WEEKEND REPORT-SAT.	11.00	5,980	8.2	5,610	7.7	18	7.7	5,100	7.0	4,880	6.7	15
	CBS	8.58- 8.59PM	NEWSBREAK-SAT.	8.45	6,340	8.7	6,340	8.7	19	8.7	6,490	8.9	5,830	8.0	18
		8.57- 8.59PM													8.0
	NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.	8.45	8,310	11.4	8,310	11.4	25	11.4					
	NBC	9.00-12.21AM	NFL PRE-SEASON FTBL-NBC(S)	11.00							FOR RTGS SEE PAGE A-13				13.1
				11.15										13.0*	29*
				11.30											12.8
				11.45										12.6*	33*
				12.00											12.3
CONT'D															11.6



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1						WEEK 2					
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
EVENING SATURDAY CONT'D																
NBC	9.00-12.21AM	NFL PRE-SEASON FTBL-NBC-CONT'D		12.15									11.5*	32*	11.3	
NBC	11.30-12.49AM	LE DISCO(S)		11.30	12,540	17.2	6,630	9.1	32	11.1						
				11.45				10.6*	33*	10.1						
				12.00						9.0						
				12.15				8.6*	31*	8.1						
				12.30						7.8						
				12.45						7.3						
NBC	12.52- 2.11AM	SATURDAY NIGHT		12.45						7,730	10.6	4,880	6.7	35	7.5	
				1.00											7.5	
				1.15									7.0*	31*	6.5	
				1.30											6.7	
				1.45									6.6*	39*	6.5	
				2.00											5.3	
EVENING SUNDAY																
ABC	8.58- 8.59PM	ABC NEWSBRIEF-SUN.		8.45	11,370	15.6	11,370	15.6	29	15.6	10,570	14.5	10,570	14.5	26	14.5
CBS	8.57- 8.58PM	NEWSBREAK-SUN.		8.45	11,300	15.5	11,300	15.5	29	15.5	12,470	17.1	12,470	17.1	31	17.1
	8.58- 8.59PM															
NBC	7.20- 8.20PM	WONDERFUL WORLD OF DISNEY		8.15	FOR RTGS SEE PAGE A-14				14.8*	32*	14.9					

NBC	8.20- 9.20PM	PROJECT U.F.O.		9.15	FOR RTGS SEE PAGE A-14			16.2*	29*	14.4			
NBC	9.18- 9.19PM	NBC NEWS UPDATE-SUN.		8.45							10,130	13.9	10,130
	8.58- 8.59PM			9.15	8,380	11.5	8,380	11.5	20	11.5			
NBC	11.50- 1.56AM	NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16			2.2*	12*	2.0	FOR RTGS SEE PAGE A-17		3.0*
	11.30- 1.34AM			1.00						1.8			2.7
				1.15				1.7*	12*	1.6			2.5
				1.30						1.6			1.8
				1.45				1.5*	15*	1.4			
EVENING MONDAY-FRIDAY													
ABC	9.58- 9.59PM	ABC NEWSBRIEF-M-F	TU-F	8.45	11,520	15.8	11,520	15.8	30	12.2	11,300	15.5	11,300
			M-F	9.15						13.0			17.1
				9.45						19.0			19.6
				10.30									10.5
CBS	8.58- 8.59PM	NEWSBREAK-M-F	M-F	8.45	8,460	11.6	8,380	11.5	23	11.6	8,380	11.5	8,750
CBS	11.30- 1.16AM	LATE MOVIE I	M-F	1.00							FOR RTGS SEE PAGE A-17		3.7
CBS	12.58- 1.50AM	LATE MOVIE II	TU-TH	12.00	3,210	4.4	2,260	3.1	19	3.9	4,010	5.5	2,990
	1.16- 2.16AM			12.15				3.5*	14*	3.3			4.1
				12.30						3.4			5.6*
				12.45				3.3*	18*	3.4			23*
				1.00						3.4			4.8
				1.15				3.1*	21*	2.9			4.7
				1.30						2.5			2.9
				1.45				2.7*	23*	2.5			2.8
NBC	8.58- 8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45	7,950	10.9	7,950	10.9	22	10.5	8,090	11.1	8,090
		CONT'D											21

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR					WEEK 1				WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		
EVENING MONDAY-FRIDAY CONT'D															
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F-CONT'D 9.00 9.15									12.3						10.5
DAY MONDAY-FRIDAY															
ABC 10.26-10.52AM CARDINALS PROCESSION(S) FRI. 10.15 10.30 10.45										3,650	5.0	3,130	4.3 23	4.8 4.3 4.3	
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS M-F 11.45					4,960	6.8	4,590	6.3 25	6.3	3,860	5.3	3,500	4.8 19	4.8	
DAY SATURDAY															
ABC 8.15- 8.19AM ABC SPECIAL REPORT(S) 8.15										1,750	2.4	1,530	2.1 20	2.1	
ABC 8.25- 8.29AM SCHOOLHOUSE ROCK- 8.25AM 8.15					2,260	3.1	1,970	2.7 28	2.7	2,110	2.9	1,820	2.5 27	2.5	
ABC 9.25- 9.29AM SCHOOLHOUSE ROCK- 9.25AM 9.15					4,590	6.3	4,160	5.7 33	5.7	4,520	6.2	4,010	5.5 31	5.5	
ABC 10.25-10.29AM SCHOOLHOUSE ROCK-10.25AM 10.15					5,320	7.3	4,880	6.7 30	6.7	4,740	6.5	4,080	5.6 26	5.6	
ABC 11.25-11.29AM SCHOOLHOUSE ROCK-11.25AM 11.15					5,320	7.3	4,960	6.8 32	6.8	3,570	4.9	3,280	4.5 21	4.5	
ABC 12.25-12.29PM SCHOOLHOUSE ROCK-12.25PM 12.15					4,450	6.1	4,080	5.6 26	5.6						
ABC 12.30- 1.18PM AMERICAN BANDSTAND '78 1.15														5.7	
										FOR RTGS SEE PAGE A-27					

CBS	8.26-	8.29AM IN THE NEWS- 8.26AM	8.15	2,260	3.1	2,110	2.9 29	2.9	2,840	3.9	2,550	3.5 33	3.5
CBS	8.56-	8.59AM IN THE NEWS- 8.56AM	8.45	2,920	4.0	2,620	3.6 26	3.6	3,280	4.5	2,990	4.1 28	4.1
CBS	9.56-	9.59AM IN THE NEWS- 9.56AM	9.45	6,340	8.7	6,120	8.4 39	8.4	6,490	8.9	6,340	8.7 42	8.7
CBS	10.26-	10.29AM IN THE NEWS-10.26AM	10.15	6,270	8.6	5,760	7.9 36	7.9	6,630	9.1	5,980	8.2 37	8.2
CBS	10.56-	10.59AM IN THE NEWS-10.56AM	10.45	4,670	6.4	4,300	5.9 26	5.9	4,590	6.3	4,370	6.0 29	6.0
CBS	11.26-	11.29AM IN THE NEWS-11.26AM	11.15	5,470	7.5	5,250	7.2 32	7.2	5,690	7.8	5,100	7.0 33	7.0
CBS	11.56-	11.59AM IN THE NEWS-11.56AM	11.45	3,650	5.0	3,430	4.7 21	4.7	4,670	6.4	4,160	5.7 27	5.7
CBS	12.26-	12.29PM IN THE NEWS-12.26PM	12.15	4,230	5.8	3,860	5.3 24	5.3	4,370	6.0	3,940	5.4 24	5.4
CBS	12.56-	12.59PM IN THE NEWS-12.56PM	12.45	3,940	5.4	3,720	5.1 22	5.1	4,670	6.4	4,300	5.9 26	5.9
CBS	1.26-	1.29PM IN THE NEWS- 1.26PM	1.15	4,010	5.5	3,720	5.1 22	5.1					
CBS	1.56-	1.59PM IN THE NEWS- 1.56PM	1.45	3,130	4.3	3,060	4.2 18	4.2	2,770	3.8	2,620	3.6 16	3.6
DAY SUNDAY													
ABC	10.55-	10.59AM SCHOOLHOUSE ROCK-10.55AM	10.45	2,260	3.1	2,110	2.9 18	2.9	1,820	2.5	1,750	2.4 14	2.4
ABC	11.55-	11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,480	3.4	2,330	3.2 18	3.2	2,840	3.9	2,550	3.5 18	3.5
CBS	9.26-	9.29AM IN THE NEWS- 9.26AM	9.15	1,020	1.4	1,020	1.4 12	1.4	870	1.2	870	1.2 9	1.2
CBS	9.56-	9.59AM IN THE NEWS- 9.56AM	9.45	1,310	1.8	1,240	1.7 13	1.7	1,460	2.0	1,240	1.7 11	1.7
CBS	1.45-	4.47PM NFL PRE-SEASON FTBL-CBS(S)	4.45						FOR RTGS SEE PAGE A-33				11.3
NBC	4.00-	7.20PM NFL PRE-SEASON FTBL-NBC(S)	7.15	FOR RTGS SEE PAGE A-34			11.3* 28*	10.6					